MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

PCS 0013 – CREATIVE STUDIES

(All Sections / Groups)

02 June 2016
2.30 PM – 4.30 PM
(2 Hours)

INSTRUCTION TO STUDENT

1. This Question paper consists of 4 pages including cover page with 5 Questions only.

2. Answer only **FOUR** questions. All questions carry equal marks.

3. Please write all your answers in the answer Booklet provided.

*Answer **only FOUR (4)** questions.*
Answer all sections within the question and print your answer clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

"The relationship between intelligence and creativity has been subject to empirical research for decades. One of the most prominent notions concerning creativity is the interplay between intelligence and thinking. Many scholars on the subject of creativity assume that above-average intelligence and thinking skills represents a necessary condition for high-level creativity."

i) **Define in your own words what is meant by the term creativity?** (5 pts)

ii) **Based on the above statement, explains the importance of intelligence and thinking in producing high-level creativity.** (5 pts)

Question 2

According to Elliot W. Eisner there are four (4) types of creativity. Explain the following;

i) **Boundary Pushing** (2 pts)

ii) **Inventing** (2 pts)

iii) **Boundary Breaking** (2 pts)

iv) **Aesthetic Organizing** (2 pts)

v) **Provide some examples of Boundary Pushing, Inventing, Boundary breaking and Aesthetic organizing.** (2 pts)

Continued .....

Question 3

I. **What is Mind mapping?** (2 pts)

II. **What are its steps?** (2 pts)

III. **Create one diagram of a Logical Mind mapping.** (2 pts)

IV. **What are the advantages of using a Logical Mind mapping?** (2 pts)

V. **Explain the difference between Logical Mind mapping and Associated Mind mapping.** (2 pts)

Question 4

Based on the situation below produce two (2) solutions using Random Word/image association technique.

Situation/ problem	*Random Words or Image*
Create a Drawing or an Image of **"Computer Addiction"**	**Ice cream**

Write down the rationale and draw it out to show your ideas or solutions

Solution1

Drawing 1

Rationale 1.....

(5 pts)

Solution 2

Drawing 2

Rationale 2.....

(5 pts)

Continued .....

Question 5

"Creative ideas make people uncomfortable. It turns out that, at least subconsciously, we can have a hard time recognizing ideas as both new and useful at the same time. This cognitive dissonance between creativity and practicality may actually create a subtle bias against creative ideas."

- David Burkus; The Myths of Creativity: The Truth About How Innovative Companies and People Generate Great Ideas

Describe the myth about creativity and provide 5 relevant examples that relate to the myth about creativity.

(10pts)

End of Paper.